

THE EFFECT OF ENTREPRENEURSHIP KNOWLEDGE, PERSONALITY AND FAMILY ENVIRONMENT ON STUDENT ENTREPRENEURIAL INTERESTS

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Abstract

The purpose of this study was to determine the effect of entrepreneurial knowledge, personality and family environment on the entrepreneurial interest of students at SMK Negeri 22 Jakarta. This research is a causal associative research with a quantitative approach and uses a survey method. The population in this study were students of SMK Negeri 22 Jakarta. The sampling technique used purposive sampling technique with certain considerations so that the population in this study was 313 students and the sample was 170 students. The data analysis technique used in this study uses Structural Equation Modeling Partial Least Squares (SEM-PLS) which is calculated using SmartPLS software. The results of this study indicate that entrepreneurial knowledge has a positive and significant effect on students' interest in entrepreneurship, personality has a positive and significant effect on students' interest in entrepreneurship and the family environment has a positive and significant effect on interest in entrepreneurship and knowledge of entrepreneurship, personality and family environment on interest in entrepreneurship.

Abstrak

Tujuan dari penelitian ini yaitu untuk mengetahui pengaruh pengetahuan kewirausahaan, kepribadian dan lingkungan keluarga terhadap minat berwirausaha siswa SMK Negeri 22 Jakarta. Penelitian ini merupakan penelitian berbentuk asosiatif kausal dengan pendekatan kuantitatif dan memakai metode survey. Populasi pada penelitian ini merupakan siswa SMK Negeri 22 Jakarta. Teknik penentuan sampel menggunakan teknik purposive sampling dengan pertimbangan tertentu sehingga populasi dalam penelitian ini sebanyak 313 siswa serta sampel berjumlah 170 siswa. Teknik analisis data yang digunakan pada penelitian ini menggunakan Structural Equation Modeling Partial Least Squares (SEM-PLS) yang dihitung menggunakan software SmartPLS. Hasil dari penelitian ini menunjukkan bahwa pengetahuan kewirausahaan berpengaruh positif dan signifikan terhadap minat berwirausaha siswa, kepribadian berpengaruh positif dan signifikan terhadap minat berwirausaha siswa dan lingkungan keluarga berpengaruh positif dan signifikan terhadap minat berwirausaha serta pengetahuan kewirausahaan, kepribadian dan lingkungan keluarga terhadap minat berwirausaha.

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INTRODUCTION

In the era of globalization, the development of science and information technology has resulted in higher human resources and competitive resources, so that it is required to continue to improve their capabilities. In addition, the increasing population in Indonesia has increased causing problems in terms of lack of jobs so that economic conditions become unstable. This also causes competition between workers. Job opportunities with people looking for work more people looking for work so that many do not get the opportunity to work resulting in an increasing number of unemployed. Problems in employment and unemployment have become problems and require handling in order to become a more advanced country in the future. In facing the current era, we are challenged not only to prepare human resources who are ready to work, but also to be able to prepare and open new jobs. At this time the number of jobs is very limited and unable to keep pace with the growth rate of Indonesia's population, especially those of productive age. One way to overcome unemployment that is most appropriate for Indonesia is with entrepreneurship. The choice to be self-employed and create jobs has the opportunity to generate greater income than a career as an employee.

Entrepreneurship is one of the supporting sectors that determines the progress of the economy in Indonesia, because in the field of entrepreneurship itself has the freedom to work and be independent. Unemployment at every level of education needs to be resolved through employment in various sectors. The Central Statistics Agency revealed, the unemployment rate from 2019-2020 has increased, the unemployment rate in 2021 at each level of education is recorded, the highest unemployment is for SMK graduates with 11.13 while elementary school graduates are the lowest with 3.61. The open unemployment rate (TPT) based on the highest level of education is still at SMK graduates, graduates of SMK should have sufficient skills to enter the world of work.

But in reality it is still far from what is expected in minimizing problems in Indonesia. There are several things that cause vocational high school graduates not to be fully in accordance with what is needed. Entrepreneurship can create jobs so that it has the opportunity to generate greater income than a career as an employee. Entrepreneurship is able to train one's independence in thinking, solving problems, and looking for opportunities that exist in the surrounding environment. Therefore, with the readiness of students in entrepreneurship, they can create a variety of new jobs for the community. Another thing that causes high unemployment among vocational graduates is due to a lack of readiness for entrepreneurship because more people prioritize the desire to find a job than creating their own jobs or entrepreneurship.

Based on the results of a pre-survey that researchers conducted on students at SMK Negeri 22 Jakarta, there were 50% who chose to be ready to study while working, 15% chose to be ready to work in government agencies, 13% chose to be ready to work in private institutions and 12% chose ready for college. This shows a low student interest in entrepreneurship. In this case it takes someone who is able to create jobs with the provision of knowledge and experience. Interest in entrepreneurship at SMK Negeri 22 Jakarta is still relatively low. The survey results show that only 10% choose entrepreneurship. Furthermore, each respondent who chose not to do entrepreneurship had answers including students who were afraid of risks in entrepreneurship because entrepreneurship has a big responsibility so they are afraid of failure when starting a business such as losses, lack of desire to do entrepreneurship and are not ready to face the risks of entrepreneurship.

In entrepreneurship there are several factors that can influence a person's interest in entrepreneurship, namely: entrepreneurial knowledge, personality and family environment. The indicators on the entrepreneurial knowledge factor are: taking business risks, analyzing business opportunities and solutions to existing problems. Indicators of personality variables

are: self-confidence, a sense of responsibility and the courage to take risks. Furthermore, indicators on family environment variables are: the way parents educate, relations between members and the atmosphere of the house.

Based on the results of the pre-research in the picture above for students at SMK Negeri 22 Jakarta, there are several factors to consider for those who want to become entrepreneurs. Among the strong factors influencing interest in entrepreneurship are entrepreneurial knowledge which has a percentage of 27%, personality has a percentage of 25% and family environment has a percentage of 17%. While the factors that have a weak percentage in influencing the interest in entrepreneurship, namely self-efficacy has a percentage of 16% and entrepreneurial motivation has a percentage of 15%. Therefore, the factors that have the greatest influence on the interest in entrepreneurship for students at SMK Negeri 22 Jakarta are entrepreneurial knowledge, personality and family environment.

Factors that can influence the interest in entrepreneurship is entrepreneurial knowledge. Entrepreneurial knowledge is an important aspect in forming an interest in entrepreneurship. However, based on the results of pre-research there are still many students who do not have understanding and knowledge in developing entrepreneurial activities so that they lack innovative and creative action regarding ideas in entrepreneurship. The existence of entrepreneurship knowledge should be obtained by students from the learning process through learning materials and from other sources, it is hoped that it can provide an overview and provision regarding entrepreneurship which can later be used as material for student considerations to determine the future. Thinking something new (creativity) and acting to do something new (innovation) in order to create added value in order to be able to compete with the goal of creating individual and societal prosperity. (Murniati et al., 2019) In addition to entrepreneurial knowledge, there are also factors that influence interest in entrepreneurship, namely personality. According to (Afifah et al., 2016) personality refers to the uniqueness that a person has as well as facing other people, an object, or an event. Therefore the personality of each individual is different. In general, personality is a relatively permanent pattern of character, and these unique characteristics provide consistency and individualism to a person's behavior.

The next factor that can influence the interest in entrepreneurship is the family environment. Parents' work will affect the child's attitude/view of certain objects. Likewise for parents who are involved in business and trade (self-employed), parents will tend to pass on the entrepreneurial spirit to their children. So it can be concluded that a family environment that supports the development of creativity and invasion from prospective entrepreneurs is very necessary in fostering one's interest and courage to become an entrepreneur. (Indriyani & Margunani, 2019). However, based on the results of pre-research shows that parents support their children more to become employees or other professions besides being an entrepreneur. So many students choose not to become entrepreneurs.

Furthermore, the factors that can influence the interest in entrepreneurship is motivation. The urge to do something is not determined by a single motivation, because in a person there are various motivations that underlie these actions. The level of motivation of a person is different or not the same. However, based on the results of pre-research, many students do not have the motivation to carry out entrepreneurial activities because of their inner motivation, which does not have the desire to carry out entrepreneurial activities. Should the existence of entrepreneurial motivation be able to encourage students to become entrepreneurs.

One of the factors that can increase interest in entrepreneurship is self-efficacy which is a person's assessment of himself or the level of confidence about how much he is capable of doing a task to achieve certain results. Self-efficacy when entrepreneurship can affect a person's actions and also the amount of effort that has been expended. Self-efficacy is also a

contributor that has influence in determining how much interest in entrepreneurship is. Therefore, self-efficacy is a person's self-confidence that he is able to complete tasks effectively and efficiently so that these tasks produce the expected impact. An entrepreneur must have the confidence to be able to manage a business. A business will be successful if it is managed properly and is carried out with full confidence and does not give up easily. However, based on pre-research results, there are still many students who are not ready for entrepreneurship due to a lack of confidence in themselves to manage a business.

METHOD

Research methodology is a scientific way to get a result from the research problem raised, the result of which will be data with a specific use or purpose. The research methodology used also depends on the use of the right method, where the use of the right method is expected to produce results that are as expected. The research method used by the author is by using quantitative research methods.

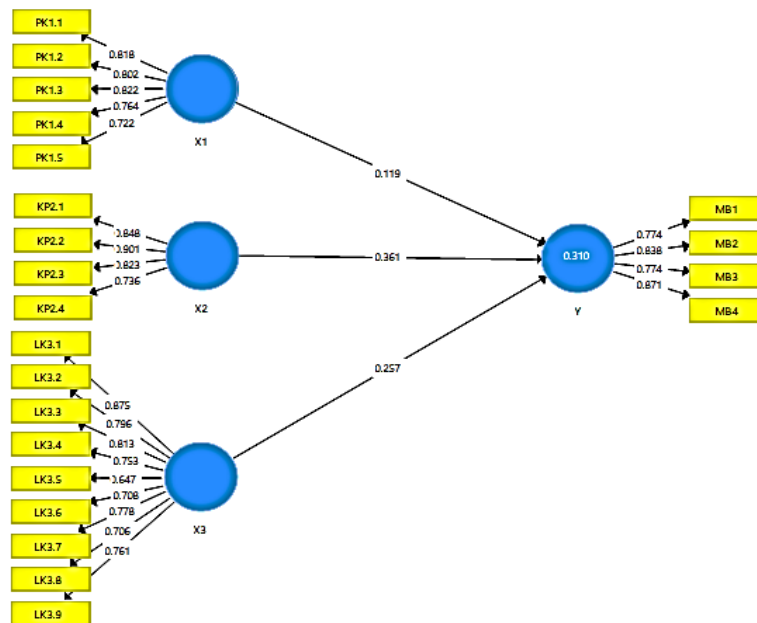
According to Sugiyono, the quantitative method approach is a research method that refers to the philosophy of positivism to examine populations and certain samples and the data collected is in the form of numbers which are analyzed using statistics. The data collection method used is the survey method. According to Sugiyono, survey methods are used to obtain data from certain places naturally, but researchers must carry out treatment in data collection, for example by distributing questionnaires or questionnaires, structured interviews and tests (Sugiyono, 2018)

This study aims to examine the effect of the independent variables, namely entrepreneurial knowledge (X1), personality (X2), and family environment (X3) on the dependent variable, namely interest in entrepreneurship (Y). In this study, data collection techniques used a questionnaire technique with a Likert scale which provided five alternative answer.

RESULTS AND DISCUSSION

1) Outer Model Results (Measurement Model)

The Outer Model is a model that has a function to show the value of the relationship between an indicator and its latent variable. Interpretation of the results of the outer model includes: Convergent Validity based on Outer Loadings, Discriminant Validity (AVE) values, construct reliability tests based on Composite Reliability and Cronbachs Alpha values (Yayat Rahmat Hidayat et al., 2020).



a. Convergent Validity

Convergent validity indicates the extent to which a measurer/indicator has a positive correlation with alternative measures/indicators of the same construct. To assess convergent validity, researchers can use Outer Loading and Average Variance Extracted (AVE) from each indicator. The general rule (Rule of Thumbs) indicates that the outer loading value should be 0.708 or higher. The following are the results of convergent validity:

Tabel 4.12 Nilai Outer Loadings

	Pengetahuan Kewirausahaan (X1)	Kepribadian (X2)	Lingkungan Keluarga (X3)	Minat Berwirausaha (Y)
PK1.1	0,818			
PK1.2	0,802			
PK1.3	0,822			
PK1.4	0,764			
PK1.5	0,722			
KP2.1		0,848		
KP2.2		0,901		
KP2.3		0,823		
KP2.4		0,736		
LK3.1			0,875	
LK3.2			0,796	
LK3.3			0,813	

LK3.4			0,753	
LK3.5			0,735	
LK3.6			0,708	
LK3.7			0,778	
LK3.8			0,709	
LK3.9			0,761	
MB1				0,774
MB2				0,838
MB3				0,774
MB4				0,871

Based on the outer loading results from the table above, it can be seen that all indicators in all variable constructs have a value > 0.708, which can be concluded that all of them meet the validity requirements.

b. Discriminant Validity

Discriminant validity is used to ensure that each indicator concept of latent/construct variables is different from other variables. Discriminant validity can be determined by the cross loading value. The loading value of an indicator in the construct tested is greater than the loading value of other constructs (Suwono, 2020).

Tabel 4.13 Nilai Cross Loadings

	Pengetahuan Kewirausahaan (X1)	Kepribadian (X2)	Lingkungan Keluarga (X3)	Minat Berwirausaha (Y)
KP2.1	0,329	0,848	0,239	0,418
KP2.2	0,340	0,901	0,235	0,471
KP2.3	0,289	0,823	0,155	0,310
KP2.4	0,284	0,736	0,153	0,320
LK3.1	0,302	0,238	0,875	0,344
LK3.2	0,286	0,137	0,796	0,228
LK3.3	0,301	0,198	0,813	0,340
LK3.4	0,258	0,177	0,753	0,328
LK3.5	0,241	0,138	0,708	0,193
LK3.6	0,333	0,198	0,708	0,349
LK3.7	0,261	0,194	0,778	0,323
LK3.8	0,228	0,183	0,709	0,202
LK3.9	0,155	0,163	0,761	0,235
MB1	0,353	0,309	0,277	0,774
MB2	0,252	0,492	0,379	0,838
MB3	0,245	0,305	0,255	0,774
MB4	0,289	0,383	0,325	0,871
PK1.1	0,818	0,310	0,306	0,294
PK1.2	0,802	0,364	0,279	0,326
PK1.3	0,822	0,287	0,224	0,277
PK1.4	0,764	0,256	0,202	0,209
PK1.5	0,722	0,238	0,378	0,223

Based on the cross loading values in the table above, the construct concept of all variables has a greater value than the loading values in the other constructs. So it can be interpreted

that this discriminant validity has the suitability of indicators to explain the construct.

c. Internal Consistency Reliability

Reliability test is generally used to determine the level of consistency of a research instrument. A construct or variable can be said to be reliable if it has a Cronbach Alpha value > 0.70 and also a Composite Reliability value > 0.70, (Abid Muhtarom et al., 2021).

Tabel 4.14 Hasil Uji Reliabilitas

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	<i>Average Variance Extracted (AVE)</i>
Pengetahuan Kewirausahaan (X1)	0,847	0,890	0,619
Kepribadian (X2)	0,848	0,898	0,688
Lingkungan Keluarga (X3)	0,910	0,925	0,581
Minat Berwirausaha (Y)	0,833	0,888	0,665

According to the data above, it can be seen that all the constructs in this study were declared reliable because they met the reliability test measurement requirements, namely the Cronbach's alpha value > 0.70 and also the Composite Reliability value > 0.70.

1. Inner Model (Model Struktural)

The first stage in measuring the inner model is to calculate the significance value of the relationship between constructs. Here are some of the stages:

a. R Square

R square is used to measure the proportion of variation in the value of the variable that is affected (endogenous) and can be explained by the variable that influences it (exogenous), with the following criteria:

- 1) If the value of R Square > 0.75 means that the substantial construct is strong
- 2) If the value of R Square > 0.50 means that the substantial construct is (moderate)
- 3) If the RSquare value is > 0.25, it means that the substantial construct is weak

Hasil R Square

R Square	R Square Adjusted
0,610	0,598

Judging from the R square results table above, it can be seen that the R square value in this research is 0.610, meaning that the ability to construct entrepreneurial knowledge, personality and family environment in explaining the construct of interest in entrepreneurship is 0.610 or 61.0% (moderate).

b. F Square

F Square is used to determine the relative impact of an exogenous variable on endogenous variables, with the following criteria:

- 1) If the F square value <0.02 means it has a weak effect.
- 2) If the value of F Square > 0.15 means giving a moderate effect.
- 3) If the F Square value > 0.35 means it has a strong effect.

Tabel 4.16 Hasil F Square

	X1	X2	X3	Y
Pengetahuan Kewirausahaan (X1)				0,066
Kepribadian (X2)				0,107
Lingkungan Keluarga (X3)				0,179
Minat Berwirausaha (Y)				

Based on the results of the F Square table above, it can be concluded that:

1. The influence between the variables of entrepreneurial knowledge and entrepreneurial interest has a value of 0.066, meaning that the two variables have a weak relationship.
 2. The influence between personality variables and entrepreneurial interest has a value of 0.107, meaning that the two variables have a weak relationship.
 3. The influence between the family environment variable and the interest in entrepreneurship has a value of 0.179, meaning that the two variables have a moderate or moderate relationship.
- a) Variance Inflation Factor (VIF)

VIF is a multicollinearity test aimed at detecting correlations between variables. With the condition that if the VIF value < 10 then the model does not contain multicollinearity. And if $VIF > 10$, the model is declared to contain multicollinearity, (Sintya, 2021).

Hasil VIF

Variabel	VIF	Variabel	VIF	Variabel	VIF	Variabel	VIF
PK1.1	1.988	KP2.1	2.005	LK3.1	4.108	MB1	1.628
PK1.2	1.749	KP2.2	2.553	LK3.2	3.953	MB2	1.857
PK1.3	2.064	KP2.3	2.094	LK3.3	3.501	MB3	1.949
PK1.4	1.854	KP2.4	1.523	LK3.4	3.043	MB4	2.497
PK1.5	1.617			LK3.5	1.812		
				LK3.6	1.835		
				LK3.7	2.443		
				LK3.8	3.705		
				LK3.9	3.221		

Based on the VIF data above, it can be concluded that all indicators in the variables of entrepreneurial knowledge, personality, family environment and interest in entrepreneurship have a VIF value of < 10.0 , meaning that there is no multicollinearity problem in this research model.

CONCLUSIONS AND SUGGESTION

A. Conclusions

Based on the results of the research and discussion above, the researchers concluded as follows:

- a. The results of the first hypothesis test show that there is a positive and significant direct effect between entrepreneurial knowledge and interest in entrepreneurship. Thus, if the entrepreneurial knowledge possessed by students increases, it will increase student interest in entrepreneurship because the basis of entrepreneurial resources includes knowledge, ability and will contained in individuals.
- b. The results of the second hypothesis test indicate that there is a positive and significant direct effect between personality and interest in entrepreneurship. Thus, if students have a high level of personality then they will be able to grow and strengthen their interest in entrepreneurship because as an entrepreneur to run a business, he must have a very good

personality in order to be able to compete with other entrepreneurs. The results of the third hypothesis test show that there is a positive and significant direct effect between the family environment on the interest in entrepreneurship. Thus, the higher the encouragement from parents for entrepreneurship, this gives high self-confidence and confidence in carrying out entrepreneurial activities.

- c. The results of the fourth hypothesis test show that there is a positive and significant direct effect between entrepreneurial knowledge, personality and family environment on interest in entrepreneurship. Thus, if students have knowledge of entrepreneurship, personality and also get support from the family environment, it will grow and provide confidence for entrepreneurship.

B. Suggestion

The results of this study prove that the three variables used in this research include entrepreneurial knowledge, personality and family environment which together have a direct and significant effect on the interest in entrepreneurship of students at SMK Negeri 22 Jakarta, which has the following implications:

- a. Based on the results of this study it is known that the increasing knowledge of entrepreneurship, personality and family environment will make students' interest in entrepreneurship also increasing.
- b. The results of this study provide information to schools that students' interest in entrepreneurship can be influenced by factors such as entrepreneurial knowledge, personality and family environment.
- c. The results of this research can also be developed by other research to improve research and researched and studied using other data analysis so that the results can be compared and added to the knowledge base.

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